

## **America's PrepareAthon! in Action: Notify NYC**

[MUSIC]

Rebecca Baudendistel: I was actually a kid during some of our larger national events, you know, 9/11, Hurricane Sandy. And Hurricane Sandy, specifically, I remember watching the news and thinking to myself who is helping these people, and this is the worst day of their life. Like who is going to be their savior on the worst day of someone's life?

Elan Freudenthal: I love mass alerting. I love the adrenaline rush that comes with speaking to many hundreds of thousands or even millions of people instantaneously and conveying a message of safety. The sheer diversity of New York City prompts us to continuously expand the reach of our messaging.

Rebecca: How many languages can we push this out in? What about people that don't speak English? So we are very focused on trying to get that out, and that's why we've implemented this American Sign Language and multiple language program.

VO: The National Weather Service has issued a Tropical Storm Warning for all or part of the New York City area.

Rebecca: And now with these new videos we've had, when we have 75 video types and those 75 have reached over 17,000 views, I think that shows there the success and how we're helping people every day to get prepared.

Elan: So we can quantify to some degree that we are reaching more people with our emergency messaging, and that is the ultimate goal. To be notified is to be prepared.

[MUSIC]